

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Date: 12/19/2012

GAIN Report Number:

Egypt

Post: Cairo

Buyers mission to FMI show in Dallas Texas

Report Categories:

Export Accomplishments - Events

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Report Highlights:

FAS Cairo recruited 12 Egyptian buyers to participate the FMI show Dallas, Texas April 2012. The mission resulted in more than \$500,000 in on-the-spot sales. Since the show, participants report that an additional USD 175,000 in U.S. exports have resulted.

General Information:

FAS Cairo recruited 12 Egyptian buyers to participate the FMI show Dallas, Texas April 2012. Post worked extensively to promote the show and to attract as many international buyers as possible. The delegation members specialized in different food commodities for their companies and were keen to meet with American exhibitors and explore opportunities for importing meat, seafood and high value processed food products. Participants attended all 4 days of the show. The meetings between Egyptian buyers and US Exporters were successful, as FAS Cairo arranged match-making meetings for the Egyptian buyers with U.S. suppliers, a supermarket tour, and a reception organized by NASDA that gathered international importers with US companies. The mission resulted in more than \$500,000 in on-the-spot sales. Since the show, participants report that an additional USD 175,000 in U.S. exports have resulted.